

Calendar

MARCH

NATIONAL ASSN. OF EXPOSITION MANAGERS. Labor Forums. The Capitol Hilton, Washington, D.C., 18; Boston Marriott Copley Place, Boston, Mass., 21. (NAEM, 334 E. Garfield Rd., P.O. Box 377, Aurora, Ohio 44202-8255).

NATIONAL AUTOMATIC MERCHANDISING ASSN. Annual Western Convention-Exhibit of Vending and Foodservice Management, Anaheim Convention Center, Anaheim, Calif., 21-23. (NAMA, 20 N. Wacker Dr., Chicago, Ill. 60606).

AMUSEMENT EXPO '86. International Recreational & Educational Technology Exposition, Beijing, The People's Republic of China, 28-April 3. (China International Convention Service Ltd., Suite 1201-2, Energy Plaza, 92 Granville Rd., Tsimshatsui E., Kowloon, Hong Kong).

INTERNATIONAL ASSN. OF AUDITORIUM MANAGERS. District II meeting, Netherland Plaza Hotel, Cincinnati, Ohio, 31-April 3. (Carol T. Jeschke, Civic Center of Onondaga County, 411 Montgomery St., Syracuse, N.Y. 13202).

APRIL

ROCKY MOUNTAIN ASSN. OF FAIRS. Annual spring managers conference, Cooper Kings Inn, Butte, Mont., 2-3. (Jean Ruppert, P.O. Box 3151, Butte, Mont. 59702).

INTERNATIONAL ASSN. OF FAIRS & EXPOSITIONS. Zone 2 meeting, Marriott Hotel, Columbia, S.C., 2-4. (Hazel Staley, secretary-treasurer, IAFE Zone 2, Montgomery County Fairgrounds, 16 Chestnut St., Gaithersburg, Md. 20877).

AMUSEMENT BUSINESS SEMINAR. "The Insurance Crisis." Westin Hotel, Chicago, Ill., 3-4. (Gina DiPiero, Amusement Business, P.O. Box 24970, Nashville, Tenn. 37202).

WORLD WATERPARK ASSN. Operational Supervisors Safety Course, Las Palmas Inn, Orlando, Fla., 4-6. (WWA, 7474 Village Dr., Prairie Village, Kan. 66208).

TRANSWORLD EXHIBITS HOUSEWARES & VARIETY EXHIBIT SHOW. 44th event, O'Hare Exposition Center, Rosemont, Ill., 4-8. (TransWorld Exhibits Inc., 1850 Oak St., Northfield, Ill. 60093).

NATIONAL ASSN. OF EXPOSITION MANAGERS. Labor Forums, Stouffer Concourse Hotel, Denver, Colo., 7; Hotel Meridien, San Francisco, Calif., 9; Century Plaza, Los Angeles, Calif., 11; Netherland Place, Cincinnati, Ohio, 16; New York Marriott Marquis, New York, N.Y., 18. (NAEM, 334 E. Garfield Rd., P.O. Box 377, Aurora, Ohio 44202-8255).

INTERNATIONAL ASSN. OF FAIRS & EXPOSITIONS. Zone 4 meeting, Northland Lodge, Crookston, Minn., 9-11. (Philip A. Miller, Red River Valley Win-

ter Show, P.O. Box 402, Crookston, Minn. 56716).

INTERNATIONAL ASSN. OF FAIRS & EXPOSITIONS. Zone 1 meeting, Merrimack Hilton, Merrimack, N.H., 10-12. (Robert A. Stevens, P.O. Box 156, Deerfield, N.H.).

GIFT & SOUVENIR SHOWS. Annual events, Cape Cod Cultural Center, Hyannis, Mass., 20-22; New Scotland Avenue Armory, Portland, Me., 27-29. (Al Boss, Boss Shows Inc., P.O. Box 1705, Brockton, Mass. 02401).

INTERNATIONAL ASSN. OF FAIRS & EXPOSITIONS. Spring managers conference, Ramada Renaissance Hotel, San Francisco, Calif., 21-24. (Lewis Miller, executive vice president, IAFE, MPO Box 985, Springfield, Mo. 65801).

OSAKA INTERNATIONAL TRADE FAIR. 17th annual event, Infex Osaka, 23-30. (Osaka International Trade Fair Commission, 1-2 Nanko-kita 1-chome, Suminoe-ku, Osaka 559 Japan).

NATIONAL ASSN. OF CONCESSIONAIRES. Region 9 annual meeting, Sheraton Centre, Toronto, Ont., 28. (John Paul, 75 The Donway West, Suite 1108, Don Mills, Ont., Can. M3C2E9).

INTERNATIONAL ASSN. OF AUDITORIUM MANAGERS. District V meeting, Chattanooga Choo Choo Hotel, Chattanooga, Tenn., 28-30. (C. Edwin Bell, Norfolk Scope, P.O. Box 1808, Norfolk, Va. 23501).

MAY

INTERNATIONAL ASSN. OF AUDITORIUM MANAGERS. District IV meeting, Harbor Towers, Victoria, B.C., 4-7. (George C. Haynes, Saskatchewan Centre of the Arts, 200 Lakeshore Drive, Regina, Sask. S4S0B3).

PREMIUM INCENTIVE SHOW. Annual event, Jacob K. Javits Convention Center, New York, N.Y., 5-8. (Thalheim Expositions Inc., 98 Cutter Mill Rd., P.O. Box 707, Great Neck, N.Y. 11021).

NATIONAL ASSN. OF CONCESSIONAIRES. Snack Bar University, Hyatt Regency Hotel, Savannah, Ga., 6-8. (Charles A. Winans, NAC, 35 E. Wacker Dr., Chicago, Ill. 60601).

NATIONAL RESTAURANT ASSN. 67th NRA Restaurant, Hotel-Motel Show, McCormick Place, Chicago, Ill., 17-24. (NRA, 311 First St., N.W., Washington, D.C. 20001).

FLORIDA FEDERATION OF FAIRS. Annual convention, Hyatt Hotel, Sarasota, Fla., 22-25. (Mozelle Williams, P.O. Box 1187, Tampa, Fla. 33680).

JUNE

NATIONAL ASSN. OF EXPOSITION MANAGERS. Annual meeting, Opryland Hotel, Nashville, Tenn., 3-6. (NAEM, 334 E. Garfield Rd., P.O. Box 377, Aurora, Ohio 44202-0377).

INTERNATIONAL COUNTRY MUSIC BUYERS ASSN. Annual spring meeting, Hyatt Regency Hotel, Nashville, Tenn., 6-9. (Harry Peebles, ICMA, P.O. Box

1324, Kansas City, Kan. 66117).

MID-YEAR VARIETY MERCHANDISE SHOW. Annual event, Jacob K. Javits Convention Center, New York, N.Y., 8-11. (Thalheim Expositions Inc., 98 Cutter Mill Rd., P.O. Box 707, Great Neck, N.Y. 11021).

INTERNATIONAL COUNTRY MUSIC FAN FAIR. 15th annual event, Tennessee State Fairgrounds, Nashville, 9-15. (Helen Farmer, P.O. Box 22219, Nashville, Tenn. 37202).

LICENSING '86. International Licensing & Merchandising Conference & Exposition, Jacob K. Javits Convention Center, New York, N.Y., 10-12. (Expocon Management Assoc. Inc., 3695 Post Rd., Southport, Conn. 06490).

EXPORT EXPO '86. Bally's Park Place and The Boardwalk, Atlantic City, N.J., 17-19. (Export Expo Information Center, P.O. Box 338, Whitehouse, N.J. 08888).

JULY

TRANSWORLD EXHIBITS HOUSEWARES & VARIETY SHOW. O'Hare Exposition Center, Rosemont, Ill., 11-15. (TransWorld Exhibits Inc., 1850 Oak St., Northfield, Ill. 60093).

INTERNATIONAL ASSN. OF AUDITORIUM MANAGERS. Annual conference & trade show, Edmonton (Alta.) Convention Centre, 19-23; trade show, 20-21. (IAAM, 500 N. Michigan Ave., Suite 1400, Chicago, Ill. 60611).

AUGUST

GENERAL MERCHANDISE SHOW. Annual event, Miami Beach Convention Center, Miami, Fla., 10-12. (Louis Shelley, IBS Shows, 19920 N.W. 2nd Ave., Miami, Fla. 33169).

INTERNATIONAL SPORT SUMMIT. Eighth annual event, New York Hilton Hotel, Rockefeller Center, New York, N.Y., 26-28. (Monica De Heilerman, president, International Sport Summit, 372 Fifth Ave., New York, N.Y. 10018).

SEPTEMBER

NATIONAL MERCHANDISE SHOW. Jacob K. Javits Convention Center, New York, N.Y., 6-9. (Thalheim Expositions Inc., 98 Cutter Mill Rd., P.O. Box 707, Great Neck, N.Y. 11021).

IDAHO RESTAURANT & BEVERAGE ASSN. Hospitality Expo '86, Cover d'Alene Resort, Cover d'Alene, Idaho, 14-16. (Rich Sieber, convention committee chairman, IRBA, P.O. Box 1594, Boise, Idaho 83701).

TRANSWORLD EXHIBITS PROMOTIONAL MERCHANDISE SHOW. Dallas (Texas) Convention Center, 17-19. (TransWorld Exhibits Inc., 1850 Oak St., Northfield, Ill. 60093).

WORLD WATERPARK ASSN. Annual Symposium & Trade Show, Buena Vista Palace, Walt Disney World, Lake Buena Vista, Fla., 22-25. (WWA, 7474 Village Dr., Prairie Village, Kan. 66208).

Between the Lines



By ANCIL DAVIS

TO SAY THAT I'm upset would be an understatement!!! Infuriated is a better word, but just thinking about missing the press conference for WrestleMania 2 here in New York earlier this month steams me. I still want to pick up this typewriter and toss it across the room, then jump on top of it and put it in a half-nelson. To put it bluntly, I wanted some of that pre-match hysteria and unbridled masochism that's such an integral part of professional wrestling.

Sitting here thumbing through the eight-by-10-inch black-and-white glossies of such lords of the ring as "Rowdy" Roddy Piper, Hulk Hogan, King Kong Bundy, pictured with his manager Bobby (The Brain) Heenan, and even a shot of Mr. T brings back memories of last year's inaugural WrestleMania at Madison Square Garden. It was a grudge match, pitting the Hulkster and Mr. T against "Rowdy" Roddy and Paul (Mr. Wonderful) Orndorff, in front of a packed house of 22,000. It could have just as easily been Prince Charles wrestling the Queen Mother, because it was also the hottest ticket in town, and the audience was filled with heads of major corporations, doctors, lawyers, stockbrokers, butchers, bakers and even a few bookmakers. Millions of fans around the world huddled in arenas to watch the closed-circuit telecast of wrestlers they could just as easily see in their hometowns, or in their own living rooms, for that matter. In the ring, Liberate and The Rockettes did a high-kick number before the main event that demonstrated how ridiculously far this whole thing had come.

Then I thought back a little further to how this most recent chapter in wrestling history had been written and remembered reading an article in the World Wrestling Federation's monthly magazine that outlined the whole story. Apparently, the first time Captain Lou Albano met rock singer Cyndi Lauper was on a plane, a meeting that must have ranked right up there with Stanley discovering Dr. Livingston in darkest Africa. The two compared notes, then connected. Before you could say Gorgeous George, Cyndi was on MTV wanting to have fun and being kept in check by her father, who was none other than Cap'n Lou. Switching channels for a minute, then coming back, found the two embroiled in a bitter dispute about who was actually managing Cyndi's career, with "Rowdy" Roddy as referee. By this time, millions of kids had tuned in and apparently thought it was a new vid-clip.

That meant wrestling was ready to cash in on a whole new audience with a lot of expendable income. Cyndi soared to the top of the charts with five singles from her "She's So Unusual" album, and pulled wrestling right along with her. There were wrestling dolls, notebooks and lunch boxes, along with videocassettes and a Saturday morning cartoon show starring an animated Hulkster called, what else, "Hulk Hogan's Rock 'n' Wrestling." It was as if the entire country had been thrown into the ropes, but nobody was bouncing back.

The fever had already caught such celebrities as Diane Keaton, who was seen taking in occasional matches at the Garden with Warren Beatty on her arm. Steven Spielberg was eventually pulled into the whirlwind, bringing Lauper and the rest of her newfound friends into a video to promote his movie, "The Goonies," which turned out to be an ironically appropriate title. The peak of the wrestling and rock courtship came last fall when *Life* magazine did a feature, "Mighty Wrestlers and their Madding Crowds." In that same issue was a cover story on the mammoth Live Aid concerts. But by the time the wrestlers got around to making a record themselves, and releasing a video with it, the trend had peaked. The record bombed, and kids rushed to get out of the way of the fallout. "Saturday Night's Main Event" still rotates with "Saturday Night Live," but since droves of viewers have been tuning out Lorne Michael's new version of the live comedy show, it's doubtful that big numbers of them are tuning in for an odd wrestling match.

Now WrestleMania 2 is marked on my calendar for April 7. Well, okay. It's only penciled in, but it's because the bridge it built with music has been burned. There's no sign of Cyndi anywhere. I asked one of the public relations people about this, only to learn that this year professional athletes were being enlisted instead. However, she also told me that there were as many no-shows among that group at the press conference in New York as there were in attendance. That didn't boost my spirits.

The WWF has decided to stage the three main events this year in separate cities — New York, Chicago and Los Angeles — with featured matches emanating from each site throughout the course of the evening being satellite-linked to 40 states and 20 countries. It's a valiant effort and their intent to spread the live action around is a good one, but it just can't match that big bang last year. New York's bout isn't even in New York. It's out on Long Island at Nassau Coliseum in Uniondale. I have nothing against the coliseum. In fact, it's a super facility that just underwent a multi-million-dollar refurbishment last year, so it's well-equipped. But it's just not as accessible to the international press, who swarmed like hungry locusts, to the Garden last year.

They've even tried to remedy that by pitting "Rowdy" Roddy against Mr. T in New York, the Hulkster against King Kong Bundy in Los Angeles and holding an open invitation 20-man "Over-The-Top-Rope" match in Chicago. In addition, such WWF champs as Randy (Macho Man) Savage, Greg (The Hammer) Valentine & "Brutus" Beefcake, Paul (Mr. Wonderful) Orndorff, Terry and Hoss Funk, Corporal Kirchner and even Uncle Elmer will be taking on such baddies as George (The Animal) Steele, The British Bulldogs, The Magnificent Muraco, Tito Santana & Junk Yard Dog, Nikolai Volkoff and "Adorable" Adrian Adonis at the three sites. Whew!!! Just reeling off that sterling roster, without noting that William (The Refrigerator) Perry and Joe Frazier are just two of the sports celebs involved, is enough to take your breath away.

I just wonder what Gorgeous George would say if he strutted into the middle of all this? Who am I kidding? He'd be right at home.

Management

Patrick T. Lynch has been promoted to the new position of director of finance and administration at The Centrum, Worcester, Mass., according to Neil R. Sulkes, facility general manager.

Lynch, a certified public accountant, joined Spectacor Management as The Centrum's director of finance one year ago. Prior to working in the arena management field, he was a senior auditor for Arthur Young & Co. for five years.

Lynch is a 1978 graduate of Southern Massachusetts University, where he received a B.S. degree in accounting.

The Centrum is a Spectacor-managed facility.

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Elliot Reinfeld and Cheryl Bruce have joined Sea World of California's sales office as sales representatives, according to Bill Mamas, director of sales for the San Diego marine park.

Both Reinfeld and Bruce are responsible for promoting Sea World's Dolphin Club discount membership program, special company events and other group programs to major industrial companies and organizations in the Greater Los Angeles area.

Reinfeld is responsible for sales in the San Fernando Valley and downtown Los Angeles, from Pasadena to San Bernardino, along with portions of Orange County. He is a graduate of Tulane University in New Orleans and most recently was associated with Servisico as a management

trainee in marketing.

Bruce is a graduate of Orange Coast College in Costa Mesa, Calif. Prior to joining Sea World, she was a sales manager with the Inn at the Park in Anaheim, Calif., and a sales manager with Disneyland.

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Barbara Keller has been promoted to supervisor of guest relations at Kings Island, the Kings Island, Ohio, theme park. She is responsible for the facility's guest relations office at the main



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gate, the Eiffel Tower Message Center and the lost parents service center.

Keller has served as secretary to the park's entertainment and attractions department since 1983. She was formerly an employee in the park's ecology department.

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New regional sales managers for LeGout Foods Division of Fearn International Inc., Franklin Park, Ill., include Walt States in the Northeast and Mike Vandaveer in the Southwest.

Both previously served as LeGout regional product managers for Equal,

the low-calorie sweetener.

LeGout manufactures soups, sauces, soup bases, entrees, desserts, juice bases and specialty products. It is also the national foodservice sales organization for Equal and the exclusive sales organization for Salada Teas.

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Brian K. Lane of Palmyra, Pa. has been named director of finance and administration at Hershey Lake Compounce, Bristol, Conn.

The amusement park is currently being re-built as a turn-of-the-century themed entertainment center, a \$22 million project expected to be completed next year.

Lane was previously a controller and accountant at Hersheypark and Arena.

He is a graduate of Bloomsburg University and holds a degree in business administration and accounting. He is enrolled in a master of business administration program at Shippensburg University.

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Charles Bray, Raymond Gallagher and Linda Williams have been named to the Oakland (Calif.) Alameda County Coliseum Task Force, bringing the committee to its 13-member maximum.

Williams has served two terms on the Coliseum board of directors. She is also the co-owner of a local meat company and beef cattle operation. Gallagher is chief operating officer of Bayside Hosts, a hospitality business. Bray is president of San Leandro (Calif.) Disposal Inc.